

Transforming Scarcity into Abundance — By Reimagining Meat

2025 Year in Review

A Message from the CEO

The first time I attended a global climate summit was in 2022, for COP27. It was an invigorating experience, made all the more so by the fact that my colleagues had managed to secure a rare exemption from Egypt's strict food-import restrictions so that GFI APAC could co-host a first-of-its-kind dinner for visiting dignitaries, in partnership with the Singapore Pavilion. The three-course meal, which was emceed by Singapore Minister of Sustainability and Environment Grace Fu, was a high-end affair, with a menu featuring pan-Asian dishes like claypot chicken rice with assorted mushrooms, crispy fried chicken, and shredded chicken with coconut spice lentils.

The food was delicious and beautiful to look at, but what made the meal exceptional was not its presentation; it was the fact that the meat at the centre of our plates did not come from some rural farm. Instead, it was produced in the urban heart of Singapore, one of the most densely populated countries in the world—and cultivated directly from chicken cells.

At the time, Singapore was the only place on Earth where consumers could try such a product—at least until we brought it from the tropics to the desert to feed curious delegates from Malaysia, Indonesia, the UAE, and many other countries. You could almost hear the sound of diners' minds being blown.

It was a surreal experience I will never forget, and just one example of what Singapore does best: kick-start important conversations, and then invite everybody to the table (in this case, literally). This one-to-many approach is a signature characteristic of the city-state's collaborative response to global challenges, enabling a country of barely six million people to punch far above its weight.



GFI APAC CEO
Mirte Gosker and
Singapore Minister of
Sustainability and the
Environment Grace Fu

I had plenty of time to reflect on this moment during the 35-hour flight from the Lion City to Belém, Brazil, for COP30 this past November. Upon landing, I was scheduled to open the Singapore Pavilion’s “Food Day” programming with a high-profile fireside chat alongside, again, the honourable Minister Fu. Sitting face to face with the trailblazing minister, I was struck by how dramatically the world had changed since we last shared a stage.

In the three short years since our historic dinner in Sharm El-Sheikh, cultivated meat had been approved for commercial sale in both the US and Australia, and Malaysia, South Korea, Thailand, Japan, and China were hot on their heels. Multilateral institutions like the United Nations’ Codex Alimentarius Commission had begun developing global best practices for cellular agriculture regulatory frameworks, to help emerging economies embrace the future of food. And we had long since passed the proof-of-concept phase for whether it was possible to sustainably produce not only chicken, but also pork, beef, salmon, quail, and every other kind of meat directly from cells. Now we were facing the next big hurdle: scaling it up.

That’s where Minister Fu and I picked up our conversation in front of a packed crowd. She kicked things off by rightly noting that, at the end of the day, it’s all going to come down to money. “Finance really is the enabler across many sectors, be it decarbonisation, power, water, food, coastal protection—finance is the common denominator. We need innovation to address the needs of the food sector, in adaptation and resilience, and the potential is just out there waiting for finance to be activated.”

Minister Fu is almost uniquely well qualified to speak to this challenge. An accountant by training, she has leveraged her fiscal expertise to help turn the Lion City into a global hub for climate finance. At COP29 in Baku, she announced that Singapore would commit up to US\$500 million towards derisking decarbonisation energy projects across Asia by matching concessional capital from multilateral banks, philanthropic institutions, and other partners.

Listening from the audience, Andy Jarvis, who leads future-food initiatives for the Bezos Earth Fund, was struck by how applicable this public-private-

philanthropic investment model could be for scaling plant-based and cultivated meat production. When it was his turn on stage in a subsequent panel, he said, “I’d love to see a real, meaningful coalition around sustainable protein emerge in the world—where the meat industry, alternative proteins, governments, and all of finance come together and realise that this isn’t something to see as a ‘problem area’; it’s something to see as a ‘massive solution’ area.” Food production alone will be enough to put the Paris climate goals out of reach, he noted, even if the world manages to resolve urgent challenges in energy, transportation, and other top emissions sources. “This is mission-critical for planet Earth.”

Seated in the moderator’s chair, I suddenly felt that same sense of surreality I had experienced back in Egypt—the feeling that we were on the cusp of the next big thing, with GFI at the centre of the action. Singapore had once again, it seemed, brought all the right people—from government officials and industry leaders to nonprofit think tanks like ours—into the same room, to write the next chapter of Asia’s food future. Smirking with renewed confidence, I thought to myself, “Alright, let’s get this done.”



Mirte Gosker

Mirte Gosker

The Good Food Institute APAC

Table of Contents

About Us	4
Our Mission	5
Unlocking New Market Pathways	6
2025 Industry Highlights	8
Building the Scientific Foundation for “Future Foods”	10
Reports and Resources	13
Live Events	15
In The News	16
The Year Ahead	17
Powered by Philanthropy	18

About Us

Headquartered in Singapore, the Good Food Institute APAC is Asia’s leading alternative protein think tank. Powered by philanthropy, we are part of an international network of organisations located in regions with the greatest potential to accelerate food innovation, not by begging consumers to stop eating meat, but by **upgrading the way meat is made.**

Together with our global partners and backed by our donor community, GFI APAC advances alternative proteins as an essential solution to meet the world’s food security, climate, biodiversity, and public health goals.



Our Team

Note: Staff structure as of February 2026



Mirte Gosker
Chief Executive Officer



Sam Lawrence
Vice President of Strategy



Karolien van Emden
Chief of Staff



Wasamon Nutakul, Ph.D.
Head of SciTech



Dean Powell, Ph.D.
Sr. SciTech Analyst



Maanasa Ravikumar, Ph.D.
Sr. SciTech Analyst



Arin Naidu
Sr. SciTech Ecosystem Specialist



Jennifer Morton
Head of Corporate Engagement



Divya Gandhi
Research Specialist



Weilong Chng
Associate Director of Philanthropy



Samuel Goh
Head of Policy



Grace Liu
Director of Strategic Partnerships



Ankur Chaudhary
Policy Specialist



Thiruchelvi Rajagopal Reddy
Policy Associate



Rodrigo Bonilla
Head of Communications



Ryan Huling
Senior Writer



Victoria Law
Regional Governance & Compliance Lead



Daphne Lee
Head of Finance



Athirah Kamaruzzaman
Operations Specialist



Hisako Shirai
Operations Manager, GFI Japan



Kimiko Hong-Mitsui
Director of Strategic Partnerships, GFI Japan



Yeonjoo La
Director of Strategy & Programs, GFI Korea

Our Mission

At GFI APAC, **we unlock the knowledge and resources needed to transform how meat is made**—satisfying rising food demand in ways that accelerate climate progress, protect animals and ecosystems, and strengthen public health.

By 2030, 65 percent of the global middle class will reside in Asia, and compared to 2019, Asian consumers [will spend an additional SGD\\$5.6 trillion](#) on food as shoppers increasingly demand more protein and better-quality fare. The problem is that **current methods of meat production are fundamentally inefficient, volatile, and unsustainable, exacerbating the most urgent challenges facing humanity.**

Approximately 75 percent of our planet’s land surface has already been [significantly altered](#) by humanity, with industrial animal agriculture—farming livestock and poultry and growing the crops needed to feed them—being a major driver of this change.

According to the World Resources Institute, conventional meat production requires feeding up to [100 calories](#) to an animal to create just one calorie of beef. Even producing chicken, the most efficient animal protein, requires feeding nine calories of feed to a bird to get only one calorie back as meat. That’s like growing nine bowls of rice and throwing eight of them in the trash every time we sit down to eat.

Because of this intense inefficiency, animal agriculture is responsible for more greenhouse gas emissions than all the cars, trains, boats, and planes in the world *combined*—and APAC contributes the largest share of any region. Indeed, ESG analysts have concluded that there is [no pathway](#) to achieving Asia’s decarbonisation targets without a rapid shift towards alternative proteins.

Similarly, due to intense confinement on farms, antibiotic usage in livestock



Plant-based Hainanese chicken rice.
[Credit: Love Handle]

production is [higher in Asia](#) than other regions, which dramatically increases the threat of antibiotic-resistant superbugs. Agricultural intensification has also been associated with more than [50 percent](#) of zoonotic diseases that have emerged in humans, and contributed to recent outbreaks of African swine fever and avian flu.

This is no way to feed one of the fastest-growing regions on Earth. Put simply, a collision between consumer demand and our planetary limits is inevitable if we do not change the math.

By harnessing protein directly from its biological source—from plants, microorganisms, or cultivated directly from animal cells—producers can [slash](#) meat’s emissions by up to 98 percent. Alternative proteins can also reduce agricultural land and water use by up to 96 and 99 percent, respectively, thereby boosting food resilience and **transforming scarcity into abundance.**



Unlocking New Market Pathways

With support from GFI, Islamic scholars have created a clear pathway for cultivated meat—grown directly from animal cells—to be available to the more than a billion Muslims who adhere to halal standards.

[Credit: GOOD Meat]

“As one of the world’s largest halal markets and an influential voice in multilateral standard-setting, Malaysia’s fatwa will have far-reaching implications and signals an emerging global consensus on the permissibility of cultivated meat.

By providing clear guidance for startups, scientists, and regulators, this ruling sets the stage for greater collaboration between Malaysia, Singapore, and other forward-looking countries as we build a more secure and sustainable protein supply for Asia and beyond.”

Mirte Gosker

CEO, The Good Food Institute APAC

To achieve their full potential as food security solutions, alternative proteins must be accessible to all consumers. Building a truly inclusive, efficient, and secure protein production system requires making high-quality, nutrient-rich, and culturally relevant foods available to every facet of society.

That’s why GFI APAC has worked closely with Muslim leaders across Asia to ensure that there is a clear pathway to market for novel foods like cultivated meat. This journey began in Singapore, where the national Islamic council ruled in 2024 that meat grown from animal cells can be deemed permissible as halal under certain basic conditions. This fatwa came after more than a year of thoughtful deliberations by the council, during which GFI APAC experts provided numerous technical presentations.

Momentum continued to build on that foundation throughout 2025. In March, South Korea’s largest Muslim organisation [issued](#) the world’s second fatwa in support of halal permissibility for cultivated meat, which largely aligns with Singapore’s earlier ruling. Then, in May, the International Islamic Fiqh Academy—an influential global religious authority—passed a landmark [resolution](#) that reaffirmed the halal permissibility of cultivated meat.

Following this success, GFI APAC Senior SciTech Specialist Maanasa Ravikumar, Ph.D., and Policy Associate Thiruchelvi Rajagopal Reddy delivered a presentation at the inaugural Halal International Seminar in September, which was attended by dozens of religious scholars and food scientists from global halal certification bodies.

By December, Malaysia’s Islamic authority also [declared](#) cultivated meat can be halal—a first for a Muslim-majority country. This decision came just months after Malaysia completed an expansive National Cultivated Meat Feasibility Study—which GFI APAC experts contributed to—as part of a government effort supported by the prime minister to explore “the potential of future foods.”



Our scientists also took to the global stage this year, in an effort to better align regulatory approval processes for cultivated meat and other novel foods. At the United Nations' Codex Committee on Food Additives' 55th meeting in Seoul, Senior SciTech Analyst Dean Powell, Ph.D., delivered a presentation on cell culture media for cultivated meat production, and joined a panel alongside representatives from the Singapore Food Agency, World Health Organisation, Food and Agriculture Organisation, and China National Center for Food Safety Risk Assessment. Following the discussion, the Codex committee agreed to form a new working group to develop more streamlined regulatory approval processes, to be co-chaired by Singapore, China, the Republic of Korea, and Saudi Arabia.

Closer to home, GFI APAC Head of Policy Samuel Goh also [participated](#) in the parliamentary reading of Singapore's new Food Safety and Security Bill by providing valuable contributions to the novel foods portion, at the invitation of the Singapore Food Agency.



Outside of novel foods, GFI APAC consumer insights research has shown that the single biggest barrier to mainstream adoption of sustainable proteins like plant-based meat is cost. Plant-based meats currently cost at least 35 percent more than their conventional counterparts in Southeast Asia, and the surest path to overcoming that obstacle is for producers to leverage economies of scale.

To open up new revenue streams for local plant-protein producers, our Corporate Engagement team organised an exclusive [three-hour workshop](#) dedicated to the topic of enhancing conventional meat with high-quality plant proteins, which drew more than 60 representatives from major ingredient manufacturers, alternative protein startups, global meat producers, scientific research institutions, and government agencies.

In addition to sampling a wide array of prepared dishes that combined conventional and plant-based meat, attendees enjoyed a presentation by Head of Corporate Engagement Jennifer Morton, who shared key findings from [Asia's first-ever sensory study of enhanced meat products](#) (see Pg. 13). The large-scale study showed that replacing up to 50 percent of an animal-meat product with plant proteins can not only bolster its nutrition and sustainability profile, but also closely match—and in one case, even [outperform!](#)—conventional meat on taste.



2025 Industry Highlights

01 First-ever cultivated meat approval in Australia: A particularly encouraging element of this [landmark approval](#) was that when issuing the ruling, national regulators also developed some category-wide requirements and guidance for cultivated meat producers—a step towards bringing cultivated meat more in line with the standardised requirements of conventional food categories.

02 China leans in on alternative proteins: At the all-important ‘Two Sessions’ conference in early 2025, Chinese government leaders explicitly [outlined their intent](#) to build “a diversified food supply system,” with substantial resources dedicated to “research on novel food resource development technology.” The Ministry of Agriculture and Rural Affairs also shared plans to “develop new food resources such as plant-based meat,” which led a top lawmaker to call for the creation of a novel foods framework “as early as possible.”

Additional action plans were launched by major industrial parks and economic zones across the country, including in Guangdong Province—China’s most populous region—which is constructing a biomanufacturing innovation hub dedicated to pioneering technological breakthroughs in microbial proteins, plant-based proteins, and cultivated meat.

By the end of the year, China had [issued](#) its first-ever approval of mycoprotein—a scalable, sustainable protein made from fungi—and local startup Joes Future Food [completed construction](#) of the world’s first large-scale, in-house cultivated pork production facility. [Early indicators](#) suggest that this momentum will only pick up steam in 2026.



Cultivated quail foie gras, courtesy of Vow.

“Australia’s public embrace of cellular agriculture could enable local food producers to sell healthy and delicious cultivated proteins through existing agricultural distribution networks, adding substantial new revenue streams to their ledgers. It also sets the stage for greater international regulatory harmonisation, unlocking export opportunities across the world’s most populous region.”

**FOOD &
BEVERAGE
BUSINESS**

Mirte Gosker

CEO, The Good Food Institute APAC

“Japan is the world’s fourth-largest economy and an R&D leader with top-tier research institutions and manufacturing facilities, all stemming from a vibrant commercial ecosystem recognised globally for its high quality. Japan now has the ability to invest significant resources into the fundamental R&D necessary to become a world leader in alternative proteins.”

Kimiko Hong-Mitsui

Director of Strategic Partnerships, GFI Japan



GFI founder Bruce Friedrich meets the South Korean Assembly Speaker Woo Won-shik and delivers his high-profile presentation.

03

“Food tech” identified as an official focus area in Japan: In November, Prime Minister Sanae Takaichi [announced](#) that by June 2026, the Ministry of Agriculture, Forestry and Fisheries will publish a growth strategy for food tech, as a key priority industry for the country. GFI Japan has been working alongside government officials to support this process, including by identifying the areas of greatest R&D need for alternative proteins.

04

Top-level government support in Korea: At the World FoodTech Forum 2025 in Seoul, the President of Korea, Lee Jae-myung, sent congratulatory remarks that highlighted the importance of food technology in the age of climate change, food security, and demographic changes. The Speaker of the National Assembly Woo Won-shik also mentioned alternative foods as one of the food technologies, deeply rooted in our lives.

South Korea also recently enacted the [Food Tech Industry Promotion Act](#), which lays the groundwork for integrating the food industry with cutting-edge technologies. Spearheaded by the Ministry of Agriculture, Food and Rural Affairs (MAFRA), this initiative aims to elevate the quality of life, stimulate job creation, and bolster the national economy. Thanks to our early engagement with the government, the draft Enforcement Rule of the Act includes all three pillars of alternative protein technologies—plant-based, fermentation-derived, and cultivated—as part of the ten featured food technologies as follows.

Under this Act, MAFRA is empowered to provide direct support to eligible food tech businesses, offer startup assistance, promote technology development, facilitate access to research facilities and equipment, and foster international cooperation and market entry. The Act also incentivises the growth of food tech innovation clusters by enabling MAFRA to establish and operate support facilities, conduct joint research and development, and validate new technologies. Furthermore, it allows food tech operators, universities, and research institutes to seek regulatory improvements crucial for industry advancement.

Building the Scientific Foundation for “Future Foods”

APAC Scientists Join Forces in Singapore

With support from Enterprise Singapore, the Singapore Food Agency, and other government agencies, GFI APAC co-hosted the second annual [AltProtein Asia Forum](#) in 2025, held at the Bezos Centre for Sustainable Protein at the National University of Singapore.

This landmark event brought together more than 60 top scientists from China, Japan, Singapore, Australia, and New Zealand to exchange knowledge about how to tackle technical bottlenecks hindering taste, scale, and price parity for alternative proteins.



New Bilateral Partnership in South Korea

At a joint MOU [signing ceremony](#) attended by CEO Mirte Gosker, GFI APAC cemented a new alliance with South Korea’s World FoodTech Council—a consortium with 3,300+ members, focused on establishing global standards, certification support systems, and international cooperation on emerging food technologies—to accelerate domestic alternative protein innovation. The signing ceremony was followed by a keynote address by Gosker at the World FoodTech Conference in Seoul.





Cultivated meat production facility, courtesy of South Korean startup CellMEAT

Streamlining Cultivated Meat Cell Line Distribution Worldwide

After a year of engagement, GFI APAC Senior SciTech Specialist Maanasa Ravikumar, Ph.D., and her colleagues worked with the American Type Culture Collection to launch a [new initiative](#) aimed at streamlining the storage and distribution of cultivated meat and seafood cell lines. The goal of this initiative is to ease the burden of in-house cell bank maintenance, improve accessibility to cell lines for academia and industry, and safeguard cell lines through compliance with global quality control and banking standards.



Scaling Up Alt Proteins in the “Kitchen of the World”

GFI APAC’s policy, science, and corporate engagement experts co-hosted a workshop with Thailand’s Office of National Higher Education Science Research and Innovation Policy Council (NXPO) to discuss domestic opportunities in biomanufacturing of alternative proteins. The event convened over 30 representatives from government agencies, industry, and academia to identify the sector’s most pressing needs. Among the initiatives discussed were: enhancing regulatory clarity; providing catalytic funding and incentives to accelerate technology scale-up; and establishing a cross-sector taskforce that brings together government, industry, and universities to advance Thailand’s long-term food biomanufacturing strategy.

Funding Asia’s Cutting-Edge R&D

Scientific progress is most powerful when widely shared. That’s why we designed GFI’s [Research Grant Programme](#) to support world-class, foundational research. Among this year’s grantees was Singapore-based cultivated seafood startup Umami Bioworks, which will use GFI funding to collaborate with Norwegian researchers on accelerating cell line development for Atlantic halibut.

Spotlight: Workforce Development

Following last year's launch of GFI APAC's [Alternative Protein Career Pathways](#) initiative—which was named as an [honoree in the 2025 Webby Awards](#), often described as the “Internet’s highest honor”—Senior SciTech Ecosystem Specialist Arin Naidu worked with the APAC Society for Cellular Agriculture to organise the 2025 Cellular Agriculture Talent Development Programme, where seven mentees were paired with three industry mentors for a three-month research project. The programme concluded with a poster competition and panel discussion, with funding support from Singapore’s Agency for Science, Technology, and Research (A*STAR).

Naidu also joined Policy Specialist Ankur Chaudhary to speak to more than 100 Singapore Polytechnic students about career pathways in the alternative protein sector.



Photo courtesy of APAC-SCA (Student Chapter)

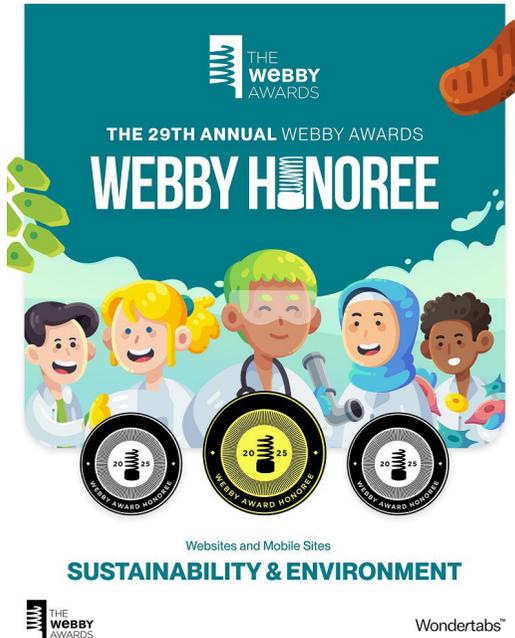


Photo courtesy of Myrocell



Photo courtesy of APAC-SCA (Student Chapter)

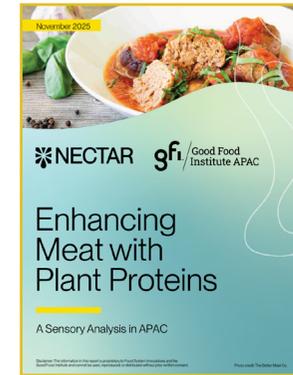
Reports and Resources



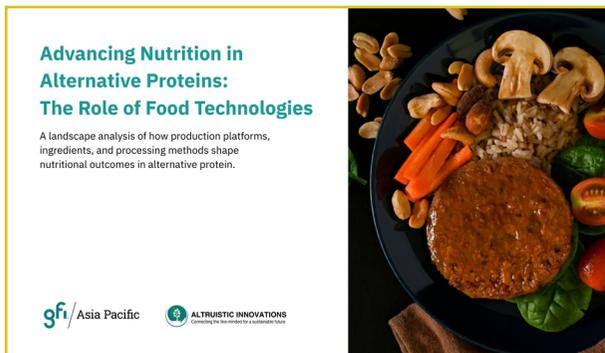
A [new report](#) developed in collaboration with Hawkwood Biotech, which concluded that Thailand, Vietnam, and Australia have sufficiently abundant raw materials, forward-thinking public policies, or both, to supercharge global fermentation-derived food production. Check out a [topline summary](#) or watch our [webinar recording](#) for more details.



Working with our colleagues from GFI Europe and global consulting firm Arthur D. Little, we [published](#) new economic modelling and market analysis of 67 different molecules, about a quarter of which show promising market potential, with unit cost estimates below current prices for conventionally produced counterparts. The report also identified early entry points where commercial viability for precision fermentation is realistic today.



Commissioned by GFI APAC and [NECTAR](#), and conducted by the prestigious Singapore Institute of Food and Biotechnology Innovation (part of the government's Agency for Science, Technology, and Research), this first-of-its-kind sensory study provides in-depth analysis of the regional market potential for integrating plant proteins into the conventional meat supply. To help companies effectively engage in this emerging food category, GFI APAC also created a new [Communications Guide](#) that addresses frequently asked questions and provides messaging guidance based on local consumer insights.



Created in collaboration with Altruistic Innovations, with funding support from Tianren, this [report and its associated database](#) map how various food processing methods and ingredient optimisations impact five critical nutritional parameters: protein quality, lipid profile, sodium content, micronutrient levels, and antinutrient presence. Together, these resources offer a strategic foundation to benchmark technologies, inform R&D priorities, and support industry efforts to improve the nutritional profile of alternative proteins.

Additional Resources Published in 2025

- 01** [Global patent data analysis](#), which revealed that of the top 20 cultivated meat patent applicants of all time, eight are in China, compared with only three from the US. Notably, China's applicants also include multiple universities, which suggests very strong government interest and an intentionally collaborative approach designed to build out a national ecosystem.
- 02** [Analysis](#) of China's fast-growing biomanufacturing sector, created in collaboration with GFI Consultancy (in Chinese).
- 03** [Summary series](#) about the impacts of alternative proteins for the climate, public health, and other cause areas.
- 04** A first-of-its-kind [guide](#) to developing continuous cell lines for cultivated seafood.
- 05** [Scientific opinion paper](#) on alternatives to animal toxicological studies in cultivated food safety assessments, produced in collaboration with the APAC Regulatory Coordination Forum.
- 06** A [snapshot](#) of underexplored alternative protein research opportunities.
- 07** Framework for streamlined safety assessment of cultivated meat and seafood products, published in the prestigious journal [Trends in Food Science and Technology](#).



[Credit: GOOD Meat]

Live Events

GFI APAC's thought leaders hit stages across Asia and beyond to interview high-ranking government officials, engage influential food-industry stakeholders, and explore the most effective methods of reimagining protein.

World Agri-Food Innovation Conference (China)



World Food Tech 25 Cultured Food Forum (Korea)



COP30 (Brazil)



GFI APAC CEO Mirte Gosker spoke with top climate leaders about effective strategies for scaling up sustainable protein production

Singapore International Agri-Food Week + Alt Protein Project Student Symposium



Food Risk Communication Forum 2025 (Japan)



Additional Events from 2025



- IUCN World Conservation Congress (Abu Dhabi)
- Made & Grown Conference (Australia)
- Future Protein Initiative (Japan)
- Sushi Tech Tokyo 2025
- Japan Society of Nutrition and Food Science
- Japan Cell-Ag-Ready Dialogue Symposium
- World FoodTech Conference (Korea)
- Solutions for Our Climate conference (Korea)
- International Seminar on Cultured Meat (Malaysia)
- Singapore Food Story Symposium
- Korea-Netherlands Alternative Proteins Forum
- Growth Asia Summit (Singapore)
- "Perceptions of Novel Foods" (Singapore Polytechnic)
- Food Ingredients Asia (Thailand)
- Southeast Asia Agri-Food Roundtable (Thailand)

In the News

From evening news broadcasts to the front page of national newspapers of record, GFI APAC experts helped drive the global alternative protein conversation.



Singapore alternative meat startups target resurgence after sector setbacks

“Both governments and private investors will need to massively step up financing to help alternative proteins scale. ...Unlike renewables and other climate technologies, alternative proteins are not yet benefitting from the kind of massive government investments and green-financing schemes that have enabled clean-energy startups to bridge the Valley of Death and migrate from the lab bench to industrial-scale manufacturing.”

The Halal Times

Korean Muslim Federation Declares Cultivated Meat Halal

“More than a billion people around the world adhere to halal food standards, so for cultivated meat to make the leap from novelty to the norm, it is crucial that there are viable pathways to achieve this certification.”

MBC

Future Food, Cell-Cultured Meat

“Over the past 10 years, [Korea has] more public funds flowing into R&D as a percentage of GDP than any other Asian country. So I think South Korea is incredibly well-positioned to become an alternative protein powerhouse.”



How harmful are ultra-processed foods, really?

“Alternative protein products, such as plant-based meat, are classified as UPFs ... but they have a very different nutritional profile from other UPFs like processed animal meat or sugary drinks. ... Rather than focusing on the degree of processing alone, a more meaningful approach would be to consider nutrient composition, dietary context and the purpose of processing.”

THE STRAITS TIMES

Blended meat could boost Asia’s food security

“If consumer uptake of blended products is strong enough, it could enable plant-based meat producers to scale up their manufacturing capacity to service that increased demand. That can, in turn, create a virtuous cycle as greater economies of scale drive down plant-based meat prices across the board.”



Ryan Huling
Senior Writer, The Good Food Institute APAC



Mirte Gosker
CEO, The Good Food Institute APAC

The Year Ahead

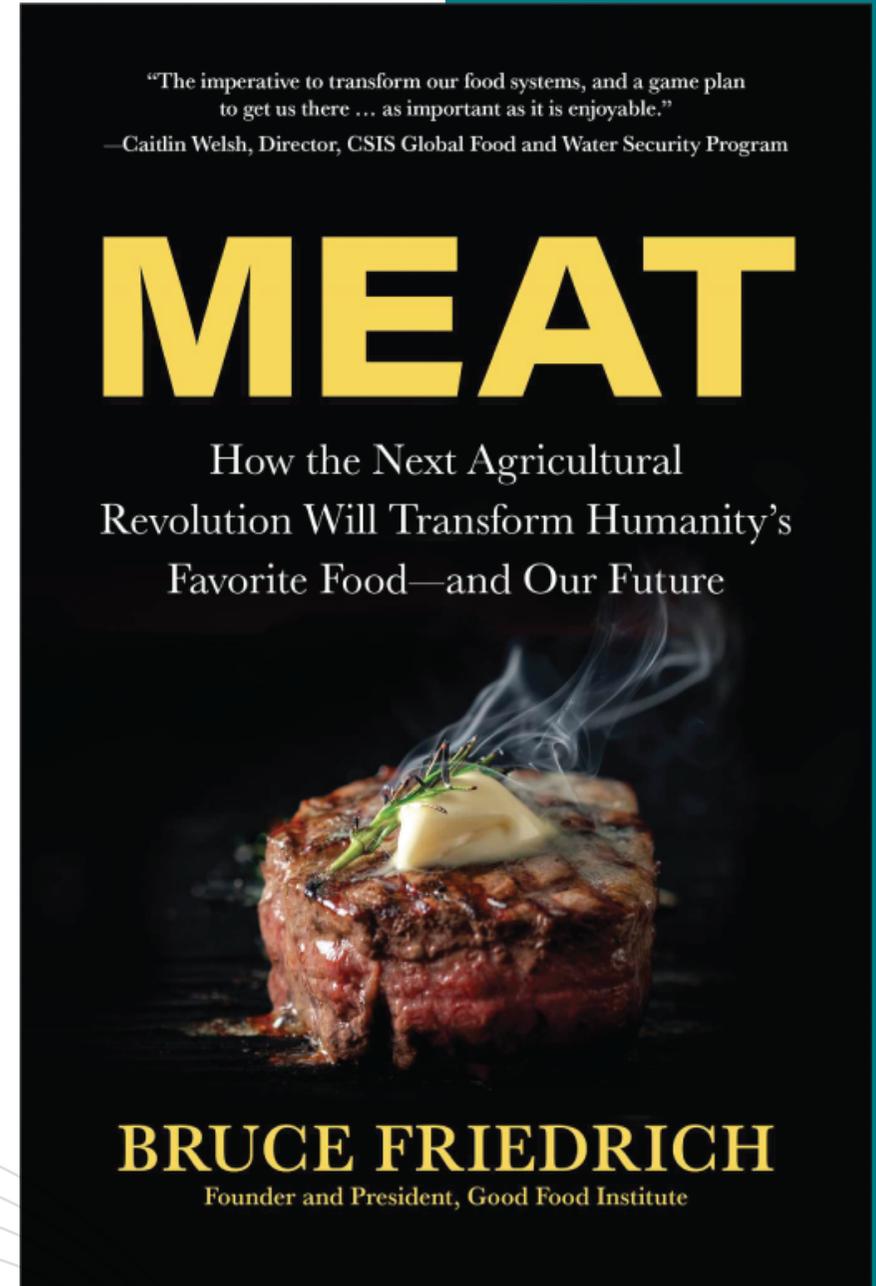
2026 marks the 10-year anniversary of the Good Food Institute’s founding. Just a decade ago, Asia had zero plant-based meat products that appealed to mainstream consumers, and cultivating meat from animal cells was still in the realm of science fiction. Public investment for alternative proteins was virtually nonexistent.

As you’ve seen from this report, GFI has changed Asia’s food trajectory a lot since then.

Now, as we roll forward towards 2030, GFI APAC is ramping up its operations to meet surging protein demand across the world’s most populous continent. We have developed a clear action plan to work with regional and national governments to allocate billions of dollars towards open-access alternative protein R&D, guide thousands of young scientists into exciting careers in ‘future foods,’ fund cutting-edge science that breaks through cost hurdles and scaling barriers, and create new pathways to market that dramatically expand consumer access to sustainable foods.

To better understand the specific policy levers that can best accelerate alternative protein development in newer markets like Thailand, South Korea, and Japan, and calculate the associated benefits, we will also be conducting first-of-a-kind economic impact studies in these three countries in 2026. In keeping with GFI’s global commitment to shared public knowledge, all of the reports will be published open-access.

Want a deeper dive into GFI’s past, present, and future? Don’t miss the new book by founder Bruce Friedrich, titled [MEAT](#)—now available wherever books are sold!



Powered by Philanthropy

“Asia is at the heart of achieving global climate and food security goals. As demand for conventional meat and seafood soars, so do deforestation, emissions, and biodiversity loss. We need bold, scalable solutions to transform how we produce protein—and GFI is bringing together the science, partnerships, and vision to help drive that change.”

Kathlyn Tan

Director, Rumah Group & Foundation



“GFI is so much more than a charity. They’re an expert-led think tank with a clear roadmap to a brighter food future and a proven track record of catalysing the key policymakers, business leaders, and scientists who can make it happen. Nobody else does what they do, which is why we’re proud to support their work to build a healthy, secure, and sustainable world for future generations.”

Sally Tsai and Wayne Chang

Affinity Impact



To [contribute to our vital work](#), scan this QR code or contact our Development team at APAC-Philanthropy@GFI.org for more information on how you can support GFI’s global network of nonprofit organisations, including in APAC.

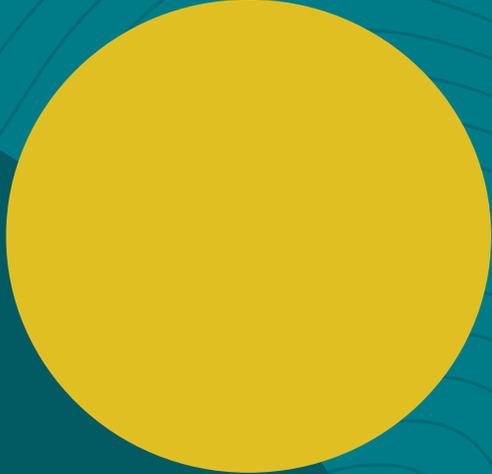


GFI APAC works alongside scientists, businesses, and policymakers to make alternative proteins delicious, nutritious, and affordable, because industry alone will not meet this challenge at the scale or speed we need. As an international network of organisations powered by philanthropy, we use our unique position as a nonprofit to act on the knowledge that:

- **Governments must take action**—We help policymakers recognise alternative proteins as an essential solution for our world’s most urgent challenges.
- **The scientific community must grow**—We identify pathways for alternative proteins to succeed by funding open-access research, developing resources, and connecting the next generation of scientists.
- **The industry must evolve**—We produce open-access data and analyses, introducing companies of all sizes to the benefits of transitioning to alternative proteins, and bringing key stakeholders together to pilot scale-up paths and resolve sector-wide bottlenecks.

By reimagining how meat is made, we can usher in a better future for the planet, people, and animals.

Your gift to GFI supports our team of scientists, corporate engagement specialists, and policy experts—and empowers us to modernise protein production, mitigate the climate impacts of our food system, and feed more people with fewer resources.



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